

Video script • Export-Import Bank of the U.S.

(Little or no sound; a shot involving nature, such as a field, river, mountain range, or other landscape scene; heartlandish, slower. An excerpt from Genetic Resources International, showing the exporter with the bull out on the ranch.)

"Providing financial opportunities to foreign clients surprises them quite a bit when you tell them about the possibilities that exist. In the beginning when you first mention it to them, they're kind of in disbelief that it could be accomplished and it can be done. The Ex-Im Bank financing opportunities have allowed us to expand our market and we foresee using the credit facilities quite a bit over the next few years."

(Fade into images of technology, and then international scenes (a port, a market place, etc.))

VO: As technology makes the world a smaller place, few companies limit themselves to domestic markets; the world is their marketplace.

(Show images of America working, in farms, factories, high-tech companies, etc.)

VO: With the Export-Import Bank, U.S. exporters from bustling city centers to local family farms can turn once-distant business possibilities into reality.

(America working continued...)

VO: Our financial products enable small businesses to increase their sales...protect against the inherent risks of international trade...and export with confidence.

(Show people working, perhaps with machinery)

VO: As the official export credit agency of the U.S. government, our mission is to provide financial support for exporters nationwide, creating more and better jobs for US workers.

(Images of exporters making things, machinery, etc. With the VO, make sure the words are said slowly...with spaces in between the words.)

VO: Building an international sales base.....although profitable..... entails many risks. Emerging market volatility.....political uncertainty.....these are the pitfalls of international trade.

(Have these points pop up on the screen(1,2,3 sequence)0

VO: Exporters also face many financial challenges: obtaining working capital financing...extending credit to buyers...and financing capital goods and services.

VO: We can reduce your risks, while providing the financial support you need to succeed in today's global market.

(Have an image of Texas, wild west, etc., or just an image of the exporter and his products.)

VO: In the lone star state of Texas, International Building Systems makes pre-fabricated houses for export. Their buyers range from the swamps of Nigeria, to the deserts of Algeria, and the jungles of Brazil. Naturally, lenders were wary of extending loans because of the countries involved. With our guarantee, lenders felt reassured.

(Video clips of IBS, talking about how they could increase their business.)

"Well, it was awful hard to find any bank that would finance the project in Nigeria. With the Export-Import guarantee, banks were able to go along with us at that point."

"A lot of companies that we work with - and governments - don't want to pay for a product until it's in place. Therefore we need working capital which would be available through the Export-Import bank."

"The Ex-Im bank provides us a broadening of the range of products that we can go after. It will enable us to bring into focus and keep within our scope of things we do well. And we don't want to go into places we're not familiar with. We try to do what we do very well, and we feel that the bank is a valuable asset to us."

(Again, have an exporter making something, perhaps an image of a warehouse.)

VO: Our working capital guarantee assists your small business in getting the working capital you need to purchase raw materials, supplies, and equipment to fulfill an export sales order.

(Have these items pop up on the screen:

- Advance rates up to 75% for inventory (& WIP)
- Advance rates up to 90% for export-related accounts-receivable)

VO: You can receive financing at generous advance rates for your export-related accounts-receivable and inventory (including work in process)

(Video montage showing Boston)

VO: Another company that had success with our working capital guarantee is American Science & Engineering. This company on the high-tech corridor near Boston sells inspection systems worldwide.

(Video clips from AS&E mentioning what the benefits of Ex-Im Bank are.)

"Today we are 56% international, and our ability to do that is largely facilitated by Ex-Im Bank."

"Without the assistance of Ex-Im, it would be much more difficult for us to compete, so it's a critical success factor is leveling the playing field internationally."

" Ex-Im Bank programs allow us to compete where otherwise we wouldn't, and it's really as simple as that."

"So with the Ex-Im guarantee, it permits us access to financing institutions and options we wouldn't otherwise have. So I think Ex-Im's participation has been critical."

(Clips of exporters making things.)

VO: A second financing tool we offer is our export credit insurance. This protects your balance sheet against buyer nonpayment. It also allows you to extend credit terms to your buyers, with minimal risk. Our policies can cover a single sale, or your entire export portfolio.

(Images of Sonic Air)

VO: Sonic Air Systems avoided potentially damaging losses due to buyer nonpayment. This small California company makes environmentally friendly drying systems. With our insurance, they safely extended credit to all their buyers, letting their company expand....and also letting their staff sleep better at night.

(Interview with Sonic Air)

"Well, as a small manufacturer. Obviously, we can't afford the risk. Everyone has to, has to support the international business opportunities that are present. We're in a world economy and in order to compete, you have to be able to offer options in finance and sales, certainly open account activity is one of those. And in order to do that business safely, you have to have the support, the contingency plan in place, which is what the Import-Export (sic) bank offers to our company - peace of mind."

"That gives us obviously the ability to sell into environments where we would otherwise require a letter of credit or cash in advance."

(Images of machinery)

VO: Our financing is also available for larger-scale transactions, involving the export of capital equipment and services. With this financing, you and your lender are ensured repayment, even for transactions up to 10 years.

(More images of Middle America)

VO: Make Ex-Im Bank part of your international growth strategy! Our financial support can often make the difference in winning an export sales contract.

(Have these words pop up: Speak slowly with the voice over.)

VO: With our working capital guarantees.....export credit insurance.....and the financing of capital goods and services....., you can overcome the risks and uncertainties of international trade.

VO: Let us assume your risk and turn your business possibilities into export sales.

(An excerpt from Genetic Resources International, showing the exporter with the bull out on the ranch.)

"What it did for us, it gave us the peace of mind. That was the main thing for us. We're dealing with something that is serious, that is for real, that it can be done, and it made a big difference."

(More images of America working...both in cities and rural areas)

VO: From bustling city centers to local family farms, with our financial support, you can realize your export sales potential.

(International city centers scenes)

VO: Make the global marketplace....

(Return to middle America scenes, return to original nature)

VO: your marketplace with the Export-Import Bank.

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